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Beer, glorious beer on tap in the home

Businessman Rolf Thauerkauf has a tap on the wall of his house in Salzgitter. Nothing unusual about that you may think, but wait a minute — 31 year-old Rolf's tap does not dispense Adam's ale, but real, foaming keg beer straight from the brewery!

Thirty friends share this special mod-con. at Rolf's home. They just have to say the word and he sets the beer flowing for his them at his parties.

Mr Thauerkauf has realised a dream that remains a dream for most men. For s-

Counting sheep

One person in five in this country suffers from sleeplessness according to a survey carried out by the Altenbach research Institute on behalf of the bedroom furniture industry.

The results of this survey, published recently in Hamburg, show that as many as one in two people here do not have an uninterrupted night's sleep.

Fifty-two per cent, man and women, wake up after two or three hours in slumberland and lie tossing and turning for hours afterwards. One in ten can only get to sleep by taking drugs.

Nevertheless only one man in ten and 14 per cent of the women interviewed said they could not get up in the morning after a bad night.

(Frankfurter Rundschau, 15 March 1971)

Hannoversche Presse

"mere" 2,500 Marks or so Mr Thauerkauf persuaded the local brewery, about 350 yards away down the road, to connect him up to their barrels with his own private pipeline.

The idea first came to Mr Thauerkauf after a pleasant evening's drinking with his friends. The morning after the night before he was wading knee deep through empty bottles, and carrying them back to the shop was no joke.

No sooner said than done: Mr Thauerkauf got in touch with the Brunswick-based brewery which gave a contract for the special pipeline to a local firm.

With 1.5 units of atmospheric pressure the cool-blond liquid is pumped from hundred-litre aluminium kegs.

The pipeline itself holds 24 litres of beer. A VIB (very important beer-drinker) was brought in to christen the new beer tap, namely the newly elected "Beer Queen" of Munich.

Mr Thauerkauf reckons that the pipeline will have paid for itself within a year. This is not only due to the beer, which, needless to say, works out cheaper when the drinker is his own barman and does not have to pay a tip.

As a businessman Mr Thauerkauf



A dream come true — bear from a water tap!

The German Tribune

A WEEKLY REVIEW OF THE GERMAN PRESS

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Edward Heath's Bonn visit is a step to Paris



British Prime Minister Edward Heath visited West Berlin for a few hours on 4 April. He was welcomed by West Berlin's governing mayor, Klaus Schütz (left). (Photo: dpa)

government's policy towards the Eastern Bloc, for instance, in return.

In Paris, however, the Chancellor can only give expression to his good will towards London in the form of friendly persuasion. A stronger note cannot be sounded.

This is less because of the need to assure himself of France's continued support for Bonn's Eastern policy but because Willy Brandt realises that whatever the state of the negotiations to expand the Common Market there can be no question of prejudicing the continued existence of the EEC as it now stands.

Herr Brandt tried to lend Britain a helping hand prior to the Prime Minister's visit by means of correspondence with the French President but M. Pompidou's reply will neither surprise nor satisfy Mr Heath.

For tactical reasons the French have always maintained that their approach to Common Market entry bids is constructive. Britain too claims to be flexible but is so to limited extent only. Mr Heath no doubt having had to ask Bonn not to take his persistence in one or two points naturally came to naught.

■ FOREIGN AFFAIRS

Brezhnev sounds a note of moderation

Süddeutsche Zeitung

If everything goes according to Moscow's plan, and there is precious little reason to suppose that it will not, the Kremlin's Party congress will be marked by three main events: First Secretary Brezhnev's report outlining Soviet foreign policy aims for the immediate future, Premier Kosygin's briefing on the new economic plan and the election of the new central committee which will determine the composition of the future politbureau and Party secretariat.

The First Secretary's policy speech will be the most important for foreign observers. Leonid Brezhnev appears by and large to be satisfied with the results of his policy over the last few years, so much so that his elevated mood was virtually that of a peacemaker by militant communist standards.

He appears still to have scruples solely about the intervention in Czechoslovakia and is still finding new reasons why the invasion was essential. In the final analysis, though, the Czech adventure, taking place as it did within the communist sphere of influence and so not giving rise to an active response on the part of the alleged imperialist instigators, has come to a satisfactory conclusion from Mr Brezhnev's point of view.

Even the Communist Parties that were indignant about Czechoslovakia were present at the Kremlin gathering and the Yugoslavs, for instance, were told that relations with them have taken an encouraging turn.

The only leaders with whom Moscow continues to have difficulties are the Chinese, who were not represented. The negotiations to bring peace to the long Sino-Soviet frontier are making no progress and Peking's propaganda against the exploitation of old Tsarist treaties dealing with Asian territory continues unabated. But First Secretary Brezhnev seems unwilling to allow his patience to be strained.

The Moscow leader's catchphrase for dealing with all serious international conflicts is the recommendation of political solutions. He would prefer a political solution both in the Middle East and in South-East Asia.

Further support is, of course, promised the Arabs and the communist government of North Vietnam but the aim is to reach

an understanding with the aid of international guarantees backed by the Soviet Union and other powers.

Washington will be taking note. Despite the criticism he levels at the Americans Mr Brezhnev also has words to say to the United States on the topics at present under negotiation, in particular missile and anti-missile armament.

Both sides ought to bear in mind the other's interests. A productive outcome might then be reached.

Leonid Brezhnev paints a picture of fivefold agreement being reached on nuclear arms (with China, too, that is), also of general disarmament by means of a proportionate reduction in defence expenditure by all countries.

Long-term aims of this kind, however, including the abolition of all defence alliances in East and West, are clearly to be distinguished from proposals that are already dealt with as ripe for negotiation.

The resurrection of plans to establish nuclear-free zones could, for instance, be meant seriously. Arms developments in recent years have rendered many past objections to the idea superfluous.

In Europe, too, particularly Germany, First Secretary Brezhnev is clearly also on the lookout for political solutions that he considers to be reconcilable with the interests of his own country.

His mention of a fundamental change in relations between the Soviet Union and the Federal Republic of Germany is the result of the signing of the treaty with Bonn on renunciation of the use of force.

Reiteration of Moscow's readiness to stand by the undertakings made in the agreement ought to be borne in mind by the Opposition in this country; so should

Continued on page 4

Tito and Pope Paul

merely setting the seal on existing good relations.

Marshal Tito was accompanied by the leaders of Croatia and Slovenia, the two largely Catholic Yugoslav republics where the post-war struggle against the Church (Archbishop Stepinac of Zagreb was imprisoned for alleged conspiracy with Croatian separatists) has always been felt to be something of a burden.

Stepinac has been buried in a special grave in Zagreb cathedral since 1960 and the grave is continually surrounded by burning candles.

President Tito has long been an advocate of good relations between his own country and both East and West and in home affairs an advocate of coexistence between peoples and ideologies.

Paul VI has given his blessing to many a person of another faith in the past. He failed to do so in President Tito's case probably only for reasons of protocol.

(Süddeutsche Zeitung, 29 March 1971)

Berlin and the Moscow Treaty

rights of the GDR as an independent socialist state.

With some tactical skill Brezhnev has coupled this threat to recast Bonn as an avenging mischief-maker with a vague but far-reaching peace programme designed to show the entire world that the Soviet Union is a major force for peace.

This programme even involves gradual abolition of military alliances on both sides and a total ban on nuclear tests. Suspiciously little mention has been made for some time, on the other hand, of the European security conference once so ardently desired as a means of gaining final acceptance of the post-war status quo in Europe.

After eighteen months of effort on Chancellor Brandt's part to come to terms with the Soviet Union the signs from Moscow are slowly growing clear but hardly more encouraging.

Leonid Brezhnev felt it necessary to utter a threat to this country, thinly veiled as a warning, at the Moscow Party congress.

Postponement of ratification of the Moscow Treaty, he said, could undermine (Soviet) confidence in the Federal Republic's entire policy and result in a lasting change for the worse in the political climate in Europe.

The First Secretary made no motion whatsoever of this country's expectations of a link between ratification and a satisfactory Berlin settlement.

He dealt with Berlin as though it were a separate matter taking first time and second (not to say mainly) requiring that care be taken to uphold the sovereign

Mr Brezhnev now mentions it only as one of several possible mammoth conferences. Has the Soviet Union lost interest in the idea of a conference that might so alleviate the fears of its satellites as to lessen their dependence on Soviet protection?

And, one must also ask, is not Moscow's intrepid attitude towards the Berlin talks, which the First Secretary would clearly like to keep separate from ratification of the Moscow Treaty, intended to aid equally unpeaceful ambitions — either to force this country to submission or to gain a pretext for a crisis in political confidence?

The various conference proposals convince no one of the Soviet Union being genuinely ready to make peace. Berlin will provide the proof of the pudding — and in Berlin the Soviet Union needs only to be mildly obliging.

(Frankfurter Allgemeine Zeitung für Deutschland, 31 March 1971)

Britain's entry into the EEC still thwart with difficulties

HOME AFFAIRS

Eberhard Commission presents tax reform proposals for government consideration

are likely to begin to make themselves felt, show clearly the extent to which the reforms will take effect.

Firstly, all revenue in 1974, to Bonn, the Federal states and the boroughs, is estimated at 210 thousand million Marks. Of this, 137 billion will come from income tax and turnover tax.

The SPD has had a commission composed of more than two dozen Federal state and national politicians as well as representatives of the SPD party districts since the end of May 1970. Under the chairmanship of the Bonn Minister for Economic Cooperation, Eberhard Epple, this commission has succeeded in bringing about "development aid" in the matter of tax reform, since there will be an SPD special party political conference in the House in November.

No gifts are likely to be forthcoming from the reforms, since "tax reforms will not alter the volume of revenue as compared with the present legal framework including the quotas for growth", according to the commission's instructions.

Further essential points on tax reform according to the concept of the commission are:

1. Removing the burden of taxation from lower income workers;
2. To a certain extent taking more taxes from the higher-income-bracket groups;
3. Taking into account economic growth and company requirements of capital for rainvestment even where incomes are high;
4. Altering the initial taxation level from the present nineteen per cent to sixteen per cent, but — as the less agreeable reverse side of this measure — making the whole income tax scale progressive.

Up until now the system has been that a married man earning up to 16,000 Marks per annum and a bachelor earning up to 8,000 paid a uniform tax of nineteen per cent. Progressive taxes only began above this level.

The fact that these proposals will in all probability not be dubbed social even if at first glance they do create this impression for millions of taxpayers, is now almost certain.

What is the use of lower income tax payments on the one hand if the State ups the prices of oil essential items and many luxury goods on the other? This is just robbing Peter to pay Paul!

Therefore the Opposition is waiting intentionally and, with a view to what has gone before, is working on the assumption that the partners in the government coalition will get in each other's hair where taxes are concerned.

Roland Möller

(Frankfurter Rundschau, 31 March 1971)

Social Democrats look forward to 1973 elections with optimism

He called the Palatinate result highly pleasing and said that it had been extremely encouraging in many parts of the state.

Hans-Jürgen Wischnewski, the SPD business manager, commenting on the state of the party following the alterations between the mayor of Munich, Hans-Joachim Vogel and the Young Socialists, at his party's press office on 29 March, said that the solidarity of the Social Democrats had been confirmed.

Three lessons were to be learnt, he said:

1. If a party sometimes conducts heated discussions in the glare of publicity this need not always be viewed as a split.
2. Obviously there are likely to be basic differences of opinion between the leadership of a major national party and a group of active and involved youngsters within the party on important problems and methods.

3. The electorate is far less likely to be affected by rumour than tumourmongers believe.

(DIE WELT, 30 March 1971)

Bonn presence in Berlin favoured

Sixty-eight per cent of Berliners over the age of sixteen are in favour of the presence of Federal Republic agencies in their city. They call for further sessions of Bundestag committees in Berlin, according to a lightning survey conducted by the Allensbach public opinion research institute.

One thousand people in the divided city were asked for their opinions. Sixty per cent expressed no worries that the situation of the city would be weakened by the government's Ostpolitik.

On the other hand the remaining forty per cent are perturbed about this. In the survey 65 per cent agreed with the choice of Berlin for elections of the Federal president.

Fifty-six per cent are in favour of passes being issued for entry to East Berlin. Fifty-three per cent said that the Senate should be wary of coming to any agreement on passes without the participation of the Four Powers.

Thirty-one per cent called on the Senate to make a long-term agreement of this kind off its own bat.

In recent weeks since the reopening of telephone contacts with the east of the divided city twenty per cent of West Berliners have attempted to contact friends or relatives across the Wall.

(Telegraf, 25 March 1971)

CDU/CSU hampered in attacks on Ostpolitik

The Opposition in Bonn is having a hard time of it with its opposition to the government's Ostpolitik. It has no comrades in arms in other countries of the Western world.

Of course there are the occasional older politicians such as the former American Foreign Secretary Dean Acheson who share the concern of the Christian Democrats and Christian Social Unions.

But whenever governments make a statement on Ostpolitik the men who decide which road the politics of their country are to take almost always praise Bonn's East Bloc policies rather than criticising them.

This unpleasant fact was brought home to the Opposition yet again when a foreign policy statement was published by the American Secretary of State for Foreign Affairs, William Rogers.

Rogers also came out in favour of the line being taken by Bonn with regard to the communist East. He spoke of the harmonious contacts that had existed with Bonn since the Brandt/Schäuble government came to power.

While Washington is speaking in these terms of harmony the CDU/CSU cannot expect much covering fire in its attacks on Ostpolitik.

But what about London where the ruling party is conservative and therefore cannot be suspected of having any affiliations with leftism? The most recent meeting between British and Federal Republic politicians in Königswinter on the Rhine has scuttled CDU/CSU hopes of any support from this direction.

The Opposition learnt there that our Ostpolitik is supported not only by Labour politicians, from whom nothing better could be expected, but is also backed by members of the governing Conservatives.

The parliamentary State Secretary in the Foreign Office, Anthony Royle, not only called Bonn's Ostpolitik "bold, imaginative and far-reaching" but also promised the government here active support, saying: "We see ourselves as your partner in this great enterprise".

(STUTTGARTER ZEITUNG, 30 March 1971)

The German Tribune

Publisher: Friedrich Reinecke, Editor: Eberhard Wagner, Assistant Editor: Olof Helm, Editor: Alexander Ankers, English language sub-editor: Geoffrey von Reitzenstein, Distribution Manager: Georgine von Reitzenstein

In a general section of the report on the work of these committees it is stated: "Individual members are not appointed as representatives of certain vested interest groups nor a certain political current, but exclusively because of their own personal qualities."

But the fact that the report is clearly put to benefit industry is there for all to see. Among other things it calls for Trede

Augsburg, Hamburg 22, Tel.: 239 0144, Postfach 66, Adenauerallee 63, Bonn. Tel.: 0211/218 0000, and for turnover tax to be cut to one third of its present level and for turnover tax to be increased substantially.

The Commission was not short of suggestions for uniformity in tax procedures. After all the taxpayer must still receive certain advantages even though he gets dearer daily.

It may be remanded that being a consumer gets dearer daily. Saving, however, is to be rewarded as far as the saver's annual income does not exceed a certain upper limit.

Certain basic values, worked out on the basis of the year 1974, when tax reforms

■ EDUCATION

Foreign worker's children must be provided with schooling

Mario stands behind the bar of the *Dorfkneide*, an Italian restaurant in Frankfurt, and washes dirty glasses. Mario, the son of Italiens working in this country, is twelve years old, but he does not attend school.

Three times a week children of foreign workers go to the Krefel "Lernstube" where they spend two hours working and playing. The Lernstube is the brainchild of two housewives, a community welfare assistant and a social worker.

Father Don Piero Guerre and two or three helpers teach almost one hundred foreign children in their own language in an old villa at number 5 Dillgasse in Frankfurt.

The children range from six months to fourteen years of age. There are no places for them in day nurseries or local schools.

Thirteen-year-old Marie did not turn up at her school in Hanburg for four days and her teacher became worried. She visited Marie's mother, a Greek, and found that the girl had been playing truant. Because of her poor German the girl had been included in the second grade of an elementary school.

More than two million foreign workers are now living in the Federal Republic. Many are fetching their families to join them. Already 500,000 foreign children are here.

These children form a reservoir for the causal labour force of the future. Though they, like local children, are required to attend school, the education authorities estimate that only half do. The others remain illiterate. And those who do go to school find it difficult to follow lessons taught in German.

Industry in this country needs foreign workers. At present there are more than 800,000 vacancies. In large firms like AEG Telefunken foreigners already make up twenty per cent of the labour force.

Foreign workers mainly do those jobs which the local population is loath to do. Ninety-four per cent of dustmen in Munich are foreign workers.

More and more Turks, Greeks, Italians and Spaniards are being fetched to the Federal Republic without any thought being paid to factors other than their place of work. Their housing situation is disastrous and it is almost impossible for them to gain further training in their job.

Courts are still arguing about whether foreign workers are "sections of the population". To put it into everyday terms, they are arguing about whether bar-owners in Augsburg have the right to hang signs banning foreigners on their

doors or not. But it is the children who suffer most.

About a quarter of a million of them are growing up illiterate. The older children take care of their younger brothers and sisters as both parents work.

There are not enough day nurseries and few firms have set up their own kindergartens. When the *Missioni Cattoliche Italiane in Germania e Scandinavia* met in Stuttgart a list of its smenities for foreign workers in this country was read out. In 1969 there were 35 cinemas and 23 bars at the 52 mission centres but only four children's nurseries.

Some children are sent to work at the age of ten. This is against the law but Ernst Klee of the Caritas organisation states, "I know of at least twenty cases of child labour in and around Frankfurt." The children work at low rates of pay in bars or help out as cleaners or loaders.

Many foreign parents adopt a passive attitude or have given up traipsing from one authority to another to see whether there is a place for their children at local schools.

The law prescribes that where there are at least fifteen children of one nationality introductory German classes and special lessons must be arranged. But there is nobody to seize the initiative and there is a shortage of suitable teachers who can speak these languages as well as a shortage of space at the schools.

The result is that Spanish, Greek, Turkish and Italian children in the Federal Republic do not learn to read German or write their own language.

Councillor Else Görgi of Kassel wrote in her memorandum *School for the Children of Foreign Workers*: The schools for the 400,000 foreign children in the Federal Republic that we must open are not charity but our duty. If this is not done a complaint can be made to the European Court of Justice as every child has the right of education.

Foreign children who do visit local schools also have grounds for demanding the fulfilment of their right to education. At the annual congress of the Caritas Association in 1970 welfare workers reported that only twenty to thirty per cent of foreign children in the Federal Republic reach the standard aimed for by a normal school education.

Gisela, Michael, Angelo and Izet may all sit together in the same class and listen to the same lessons. But while Gisela understands German, Angelo does not and falls behind.

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Foreign workers' children find it difficult to follow lessons in the German schools, which is so difficult and complicated for them. Schools are being opened to meet this need.

(Photo: DPA)

lessen the children's chance of education.

The group says that a sub-problem is a caste of servants must not be allowed.

Scientists do not know quite how to take these stories. Is someone just playing

the game?

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Parapsychologists in Freiburg have dealt with numerous supernatural cases — about 25 — in recent years. The most spectacular was the Rosenheim case. It was found that these phenomena only occurred when a young girl employee was in the office. She was not a trained medium consciously concentrating on the destruction of the lamp but subconsciously exerted a quasi-mechanical influence on the objects.

That cannot be explained by physics and it is not surprising that physicists welcome Professor Bender's research work while his colleagues in psychology are extremely sceptical.

Professor Bender found a possible explanation for the phenomenon of fixed material penetration. At the turn of the century physicist Ernst Mach stated that a fourth dimension could cause objects to disappear suddenly and then reappear.

It seems from Professor Bender's lecture at Bad Godesberg that too few cases of supernatural events are taken

seriously by science, even if it is only to use traditional methods to explain the powerful forces that are unleashed and to learn how to control them.

Georg Hartmut Altenmüller

(OER TAGESSPIEGEL, 18 March 1971)

PARAPSYCHOLOGY

Freiburg professor researches supernatural happenings

Surveys have shown that one person in two in this country believes in second sight but only one in five will accept reports of ghosts, hauntings or other supernatural happenings.

Credible reports of odd events are cropping up. In recent years some of these events even hit the headlines in newspapers here.

In 1965 pots and pans fell from shelves in Bremen warehouse. No plausible cause could be found for the 5,000 damage that was done during the course of a number of days.

Supernatural events were also reported in Rosenheim, Bavaria, in 1967. In a lawyer's office there light bulbs and neon tubes kept unscrewing themselves, the telephone bell rocketed, though the telephone was used no more than usual, and a filing cabinet weighing three and a half hundredweight twice moved a foot from its normal position without any outside influence being noticed.

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the game?

At the lecture evening in Bad Godesberg Professor Bender showed films from both countries. A Leningrad woman acted as a physical medium by moving the needle of a compass and other items on a table without touching them.

But regular patterns of supernatural phenomena have already been found. The moved objects follow the lines of the furniture, they disappear and then suddenly reappear elsewhere. The most uncanny phenomenon and the one presenting most problems is that they are able to penetrate brick walls.

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All over the world there are lawyers.

That is reminiscent of a verdict recorded at a court in Paris in 1575. A tenant who wanted to move out of the house he had rented because ghosts were disturbing him was told that this was no more than an old wives' tale.

On the other hand almost four hundred years later in 1952 in an undoubtedly enlightened age a British court upheld a tenant's complaint in a similar case as "hauntings were intolerable".

Scientists of the Max Planck Institute for Plasma Physics can hardly be suspected of believing in old wives' tales but they said that the phenomena at Rosenheim had been recorded by traditional methods but could not be explained by theoretical physics.

Professor Hans Bender of Freiburg is therefore right when he says that mysteries of this kind must be scientifically investigated and all bias for and against overcome. That can only be done if scientists from several fields cooperate.

Professor Bender is an expert on these matters as he is the head of Freiburg's University's Department of the Border Areas of Psychology and Psychohygiene. He recently reported to the Research Community in Bad Godesberg, Bonn, on the present stage of this research as it is this body that has financed his investigations for many years.

Elsewhere in Europe similar departments to Professor Bender's exist only in Utrecht and Leningrad where it is known as the department of bio-information.

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DER TAGESSPIEGEL

engaged in a sort of race with their Russian colleagues to find traces of hauntings or psychokinetic phenomena.

It is particularly difficult to investigate phenomena of this type as they cannot basically be reconstructed as usually there is no reliable witness nor a camera nor a large number of sworn officials to control events when there is a haunting.

But regular patterns of supernatural phenomena have already been found. The moved objects follow the lines of the furniture, they disappear and then suddenly reappear elsewhere. The most uncanny phenomenon and the one presenting most problems is that they are able to penetrate brick walls.

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seriously by science, even if it is only to use traditional methods to explain the powerful forces that are unleashed and to learn how to control them.

Professor Bender reported that psychokinetic events like this occurred where there was a field of social tension. The young girl at Rauschheim had a strict father and the apprentice who was found

that magnets can soothe or cure pains caused by arthritis, constricted vessels and inflammation of the tendons.

These results are part of experiments that have not yet been completed.

In America a whole series of biological and medical experiments have been carried out using magnetic fields. There is a Biomagnetic Research Foundation in Evanston and biomagnetics has long been recognised as an area for scientific research.

NASA has dealt particularly thoroughly with the influence of magnetic fields. At the Aerospace Medical Institute in Pensacola, Florida, experiments were carried out in a test room shielded from all outside influences by steel walls thirteen inches thick.

But no one outside of a small group of space medics knows the most important results. The military authorities are keeping them top secret.

The results of experiments with magnetic fields carried out on mice are known. One group of mice was kept for two weeks under normal conditions while a second group was subjected to a strong magnetic field.

When the mice were subsequently subjected to X-rays the mortality among the "magnetised" mice was thirty per cent that of the normal mice.

In another experiment mice were injected with cancer cells. They then died of this disease but it was proved that

During his investigations he has found

Parents' manias endanger children

More than half the children born of marriages where one of the partners suffers from a mental disturbance are themselves disturbed. This percentage is higher if it is the mother who has the mania.

As Professor Scholte, the head of the University Psychiatric Clinic in Tübingen, stated, the initial symptoms of a mental disturbance are not recognised as such within the family.

The husband or wife of the affected partner normally dismisses eccentric behaviour as a harmless fad or as a result of mental exhaustion.

Speaking to the Medical and Psychiatric Associations in Berlin, the psychiatrist said that it was fashionable today to claim that the environment was responsible for this type of stress.

(Frankfurter Rundschau, 19 March 1971)

Sobering-up centres proposed

Drunks taken into custody by the police must be taken to a central sobering-up station where they can be under continuous medical supervision, the committee of assistant medical staff of Munich's municipal hospitals demands.

Three people have died in Munich alone in the course of the past two years because there were no doctors to recognise that they suffered from a serious disease as well as drunkenness.

Although new improved regulations about the medical care of unconscious or semi-conscious people taken into custody came into force in Munich on 1 January 1971, the doctors still demand a sobering-up station.

The decision on whether a doctor is sent for or not when a drunk is arrested is still made by police officials who have had little medical training.

(Frankfurter Rundschau, 12 March 1971)

Magnetic fields cure pain

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Neither Dr Hachenburg of Bremen nor his American colleagues can say for sure what effects magnetism has on humans. Dr Hachenburg states, "To put it simply, a body cell is a miniature electric battery. And magnetism too has a physical link with electrical phenomena. Magnetic energy causes cell changes that still require detailed research".

In Germany the term "magnetism" bears an historical burden. Two hundred years ago Franz Anton Mesmer cured people by using animal

■ LABOUR RELATIONS

Reservoirs of workers for hire at all levels

Hamburger Abendblatt

Professional practice is no longer exclusively a case of long-term working contracts. A working person can, if he or she likes, offer his or her services to a job lessing firm.

In the United States this practice of professional hiring out of staff has been common for some time. It corresponds to what is expected and needed in a world where the pace is getting faster all the time and there is a quick turnover in everything including jobs.

A free worker becomes a contracted member of a company which contracts out its staff. The worker receives his salary and social security from the base firm.

He works only for their clients. For the most part the jobs he takes are on a short-term contract of a few weeks or perhaps a few months and then he or she moves on to a new place of work.

The fact that workers can be hired for a specified time was recognised during the legal battle concerning temp agencies for temps.

Surveys carried out by one of these firms dealing in temporary labour showed, however, that scarcely any of those asked really understood what was meant by the expression part-time work.

It was called variously "working by the hour", or "irregular working hours", or "the sliding working day". Eight per cent of those asked said they had no idea what the expression temp meant and had never heard of it.

It was rather like a meeting of the general staff. Stopwatches and peacemakers were at the ready. There were almost fifty untrained but all the more keen "postmen".

These preparations led up to the test carried out in Karlsruhe and the neighbouring dormitory suburb of Reichenbach to prove that it is possible to deliver circulars more cheaply than the Bundespost.

As this had been supposed and mooted several times but had never been worked out in public to the nearest Pfennig, the bold public service company Donnelley und Gerardi in Karlsruhe/Pforzheim could count on keen interest from the word go.

Already applause is being heard for the pioneers who changed their arm with a revolution against the postal services.

No one doubts that this first ever attempt to send mail privately as cheaply as possible will be taken seriously, and will be taken seriously above all by the Bundespost.

When they introduce their new higher postal charge will the cost of sending out circulars double so that the old twenty gram unit no longer costs seven but 15 Pfennigs?

Can the administrative committee of the Bundespost win the day with its suggestion that the increased cost should only be twelve Pfennigs?

This is an open question. Alfred Gerardi, 39, a "postmaster" off his own bat has to date only eyes for his own test.

He said: "Basically we have nothing at all against the Bundespost. Now as ever it is up to them whether firms in this country who have heard about our test react accordingly..."

Many of these agencies have long since branched out further than mere office workers. The larger ones have already turned their hand to hiring out all imaginable job classifications.

As far as men are concerned the main jobs handled are skilled labour, whereas for women it is still predominantly office workers that are required.

There is, however, supply and demand in many other kinds of job classifications. One of the temp agencies Industrie-Büro-Personal-Leasing (ipb) pointed out that one firm in the south of this country with a staff of 16,000 employing 800 so-called loan workers had taken 25 engineers on lease.

According to reports electrical engineers with good qualifications are very much in demand. According to experts on temporary labour conditions "lured out" engineers are a thing of the future.

Freelance workers who chose to do temporary work of this kind on a contracted out basis have an advantage. Their wide variety of work means that they gather added experience. The higher the positions they fill the better their advantage comparatively speaking.

How do the temp agencies prevent their clients from luring away their own staff? The answer is that they demand a high rate of compensation for workers who are lured away from them. In the larger agencies this sum can be as high as 5,000 Marks. After a period of three months it is then possible for the temp to join the firm he has been working for on a permanent basis. The advantages for workers in this scheme is that they can change their job as often as they like and gain more and more experience.

(Hamburger Abendblatt, 13 March 1971)

Private operators try to undercut Bundespost

Alfred Gerardi is listed in the telephone directory as a publisher. He publishes confidential information for the mail order trade, and for five years he has been advertising with the large mail-order firms and with considerable success.

The last thing he aims to become is an amateurish postal pirate. The test carried out in Karlsruhe and Reichenbach was prepared as carefully as possible according to examples set by the Americans. For one thing he did not want to suffer a disaster and for another he did not want to break the law.

Post legislation dating from 28 July 1969 states that it is the exclusive right of the Deutsche Bundespost to organise and carry out any services that are aimed at transporting missives containing business information or other matter from person to person.

With this so-called transportation monopoly it seems as if the law-makers had given the post office this monopoly for all time.

Today, however, now that Gerardi's public service company has got to work in earnest and set up a serious competitor to the post a loop hole has been found in this legislation in the wording of "from person to person".

For the Bundespost, however, which is already in financial difficulties this would mean a loss of revenue of between twenty and thirty million Marks.

Senta Ullitz-Weber

(CHRIST UND WELT, 19 March 1971)

doctors, doctors' secretaries and receptionists and kindergarten teachers, and the like.

Clinics and doctors in practice are still not sufficiently aware of the opportunities that are offered under this scheme for people to take over for a short period while their regular staff are on holiday or off sick.

In addition to this the same agency offers members of technical professions assistants and deputies, even for those who are in very high positions.

In future all agencies hiring out temporary workers are expecting an increase in demand quite independent of the state of the labour market.

The on average five to ten per cent higher wages for temporary workers are not likely to check this trend. The fact that they are hired and fired if short notice is rewarded accordingly, say the temp agencies.

"Manpower", the world's largest agency contracting out temporary workers has even spoken of an increase in turnover of ninety per cent.

This was mostly in the spheres of commercial and office staff. But even members of the so-called middle management are being hired out more and more frequently.

Freelance workers who chose to do temporary work of this kind on a contracted out basis have an advantage. Their wide variety of work means that they gather added experience. The higher the positions they fill the better their advantage comparatively speaking.

Nevertheless the same survey shows that many citizens of this country wanted consumers in the Federal Republic by the year 1980. As life expectancy goes up and the age at which people retire and receive pensions comes later years is loneliness.

But old people, it seems, people's pockets and going into cash

now of how they are registered will be spent by a man or woman faculties and slowing down. Perhaps the age of sixty.

Who reckons that the desire to live in the future was given by age, since the most pressing problem of retirement is

retirement.

The oldest temporary agency in the Federal Republic "adia interim" is offering a completely new kind of service. It has opened up within the framework of its medical service a scheme for hiring out nurses, technical assistants for the medical profession, female assistants for

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MOTORING

North Rhine-Westphalia sets a road safety example

In 1964 there were 11,785 road deaths over the country as a whole. Four years later there were 12,311, an increase of 4.5 per cent.

In North Rhine-Westphalia the number of road deaths for the years in question were 4,709 and 4,324. In the country's most populous Federal state the road toll was reduced by 8.2 per cent over a period of five years.

The trend for traffic accidents in which road-users sustained non-fatal injuries was comparable. The nation-wide increase over the period in question was 5.5 per cent; in North Rhine-Westphalia the number fell by 1.6 per cent.

Over the five years between 1964 and 1968 there were 597 fewer deaths, 4,792 fewer people seriously injured and 5,904 minor injuries less than might have been expected on the basis of the road toll over the rest of the country.

This surprising development is due to no small extent to a road safety programme conducted in the state for the past seven years.

Accident figures in the early sixties declined Gerhard Klenbaum, the then Minister of Economic Affairs and Transport, to develop a comprehensive traffic programme for road-users in the Rhine and the Ruhr.

The master plan consists of seven sections: road-users, modes of transport, roads, road administration, traffic legislation, traffic surveillance and accident aid.

At the same time surveys of the efficacy of various road safety measures were commissioned. Colognes psychologist Professor Udo Unterkirch and the Frankfurt consultants Marplan reported that the more the individual is able to identify with the conflict situation outlined, the more road safety advice is likely to have some effect on his behaviour or misbehaviour.

Road-users must be confronted with situations that they themselves have experienced — situations that just manage to come to a happy end, of course.

As soon as confrontation with an accident ends a process of alienation sets in and the recipient's readiness to reflect is no longer called on.

The slogan chosen for a road safety campaign designed to last several years was "It could happen to you!" At the same time the friendly gesture campaign was launched and a sticker with a hand in a heart was designed to encourage road-

users in North Rhine-Westphalia to be careful and considerate.

As the Ministry had met with little success in previous campaigns using "home-made" road-safety brochures the campaign was entrusted to two advertising agencies, Westag of Cologne and F.W. Grosser of Düsseldorf.

The admen have worked out annual campaigns ever since. Between 1964 and 1967 the emphasis was mainly on understanding the mistakes made by others. Attentive and defensive behaviour was encouraged.

Since 1968 the emphasis has been shifted to road-users mistakes. People are encouraged to put themselves in others' shoes and predict the mistakes they are likely to make.

In addition there was a campaign with the slogan "Dare and Win? Be on the Safe Side in Traffic" which was, incidentally, nationwide.

In view of generous allocations the two agencies were able to use a wide range of media, ranging from the Press, hoardings and cinemas, informative handouts, stickers, advertising on consumer goods such as carrier bags and matchboxes, gramophone records of road safety fairy tales, essay competitions for schools, travelling exhibitions and round-table discussions to a variety of brochures.

A punch-packing street theatre performing a twelve-minute play on the back of a Bundeswehr lorry here, there and everywhere rounds off the picture.

In the public relations field press conferences have been held, editorials and reports for the Press, radio and television, written and large-scale events staged for the general public during one of which, under the heading "Road Safety Test", cars were dropped from a great height.

The latest campaign, entitled "Helping Hand", is intended to forestall any further increase in the number of accidents sustained by children, traffic accidents involving children having risen by a third in recent years.

Over the period in question 133 per cent more children were injured while riding bicycles and surveys revealed that children between the ages of four and nine and young people over sixteen are most accident-prone.

Statistics are not the only reason why the emphasis has been concentrated on one sector or the other. The budgetary situation is now an important contributory factor, forcing the admen to



Transport and Posts Minister Georg Leber opened the Videophone line between Darmstadt and Munich

scale down their efforts and limit them to short periods.

The budget estimates for road safety campaigning have declined steadily ever since the master plan was inaugurated. In 1964 four million Marks were allocated and further six million the following year. In 1966 the first cut of half a million Marks was made and in 1967, a recession year, the available funds shrank to three million Marks, since when they have remained steady at a mere 2,600,000 Marks.

Roughly one million Marks a year are spent on public relations work. The Ministry invests the remainder into other measures such as the building of road safety playgrounds for children, the development of a mobile cinema and trial of new lighting at zebra crossings in Cologne or new parking-lot indicator systems in Aachen.

North Rhine-Westphalia continues to set great store by traditional road safety education. Last year more than 8,000 teachers of all grades were trained as road safety instructors.

The work begun on children and young people is to continue on adults. The state shares half the costs of building learner-driver practice tracks, of which there are now six.

Ministry officials in Düsseldorf are rightly proud of the success of their road safety programme and are planning a new one. "In recent years North Rhine-Westphalia has, when all is said and done, spent more on road safety than the other states combined."

Hermann Baumann
(DIE ZEIT, 26 March 1971)

Developments in Videophones

The world's first permanent videophone link, between Berlin and Leipzig, was inaugurated on 11.11.1966. Thirty-five years later the showing of an up-to-date expensive videophone unit has failed to comparable stir yet it holds the prospect of a worldwide means of communication to be found in all motion films by the eighties.

Georg Leber, Federal Minister of Transport, Posts and Telecommunications officially put a videophone through its paces by dialling Düsseldorf Sanden, a director of Siemens.

The unit enables ten subscribers in Munich to link up by sound and vision with five subscribers in Düsseldorf, miles away, by dialling direct.

An interesting technical feature is the latest videophone prototype is standard twin telephone cables used locally, though additional aerials have to be employed at intervals between a mile and a mile and a half.

Special cables had to be laid between Berlin and Leipzig in 1966. One one-megahertz channel, 225 lines and eleven by ten cantinets screen of Siemens sets show such good pictures that even simple drawings can be seen.

At present typewritten material is borderline and cannot yet be deciphered on the videophone screen but our discussion of international video standards provides for better specifications guaranteeing improved transmission.

Videophone development work is progressing all over the world. The device was seen by visitors to the Berlin radio show in 1935 but the quality of and the Berlin-Leipzig link already mentioned was nowhere near as good as the latest developments even though lines were used.

In those days electronic cameras unheard-of and the spiral-hole developed by Paul Nipkow was used with mechanical transmission reception.

Videophones may be considered necessary playthings and a luxury among directors and large firms. This was the general feeling about printers when they were first introduced alongside the telephone service.

Yet even before the Second World War Germany had the world's largest printer network and this is still true of the Federal Republic today. The printer has become indispensable.

R. Conradt
(DER TAGESSPIEGEL, 26 March 1971)



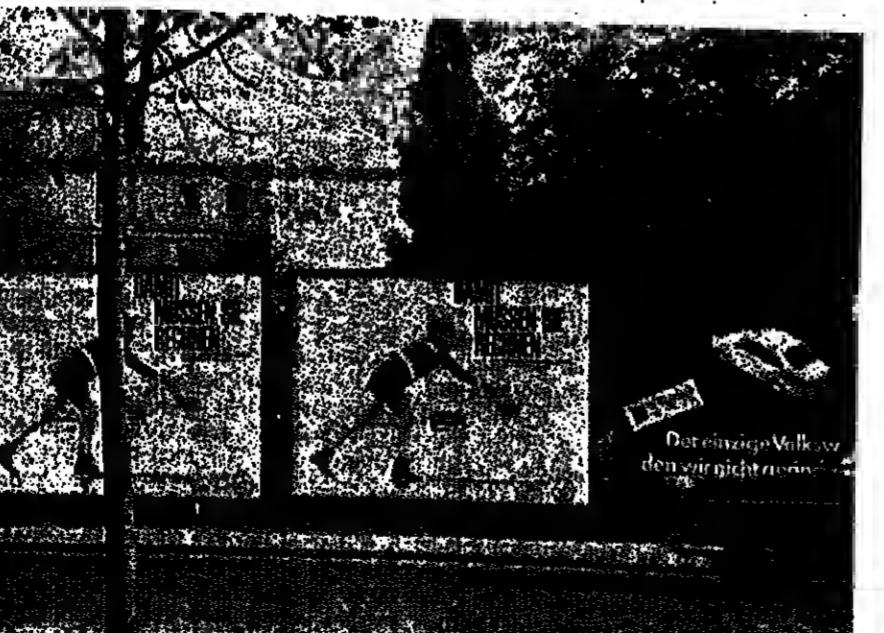
Between Munich and Kiel — explore 2000 miles of Germany

German cities present many faces to the visitor, full of tradition and yet modern. They are pulsating with life and are cosmopolitan meeting places, offering you the treasures of the past and the pleasures of the present.

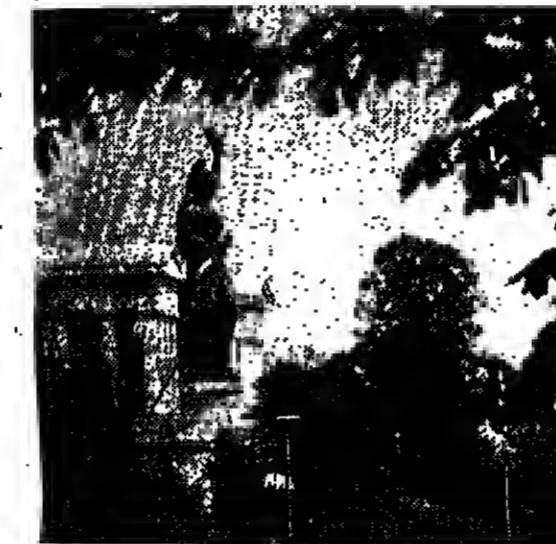
Sparkling springs everywhere, more than 200 spas

Spring for heart and kidney complaints, for every liver and stomach, for all types of treatment. And if nothing else, golf and fresh air will make you feel better still.

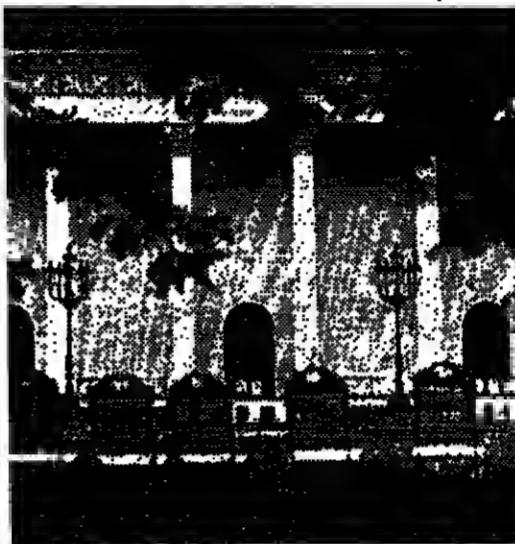
Here there's nothing virtuous in staying thirsty. Wine has been grown for nearly 2000 years. Every town has brewed its own beer since the Middle Ages whilst German sparkling wine came in about 1800. You'll never be dry in Germany.



Peters in Düsseldorf's road safety campaign
(Photo: Der Minister für Wirtschaft, Mittelstand und Verkehr des Landes Nordrhein-Westfalen)



A shopping spree in famous alms. Perhaps in elegant shops that sell fine jewellery, rare antiques and trendy fashions. Or in the little bakery. After all, there are more than 200 kinds of bread in Germany.



See in 1971 what the rest of the world will discover in 1972-Germany scene of the Olympic Games. Follow the whole, or part, of the 2000 mille "Olympic Tour" we have designed for you.



You can sail on all stretches of the German seas in Olympic style, too. And the next swimming pool is just around the corner. What if you don't like water sports? Take to the air. Gliders, anyone?

Between Munich and Kiel — explore 2000 miles of Germany

I am interested in a pre-Olympic visit to Germany. Please send me full information.

Name _____

Address _____

Please write in block letters and do not omit the postal code.

Send coupon to: Deutsche Zentrale für Fremdenverkehr

E Frankfurt (Main), Beethovenstraße 69

■ TOURISM

Mainz - a city with a vast past and a promising future

CHRISTUNDWELT

Douglas Zemaitis

Not far from the Gutenberg Monument in Mainz's metal sign in the pavement marks the 50th degree of latitude. The line passes by the Dom with its six towers standing on St. Martin's square, which is the scene on market day of a lively, colourful scene of activity, right in the shadow of the mighty edifices. For centuries it has been the custom for farm women to bring their fruit and vegetables, their eggs and meat to "Golden Mainz" for market day. Business has flourished here and many a bargain has been struck.

History has not only left its marks on the churches of the city but also on the city itself. Artists have left their handiwork on nooks and crannies of houses in the old part of the city. And not all traces of the massive bombing raids of 1945 that destroyed eighty per cent of the city have yet been effaced.

In the Middle Ages Mainz was reckoned to be the premier city of the German states. Emperors were crowned there. Famous people of the time filled their latters with praise and wonder at the city.

Dazzled with the beauty of the surroundings Heinrich von Kleist wrote in 1801: "It was the most wonderful moment in my life. A pleasure garden of nature blossomed before me, a concave vault created by the hand of God. Through the centre flowed the Rhine, making two paradises from one. At the bottom stood Mainz, like the stage in the centre of an amphitheatre."

When a traveller passes along the Main from Frankfurt he can still today enjoy the distant prospect of the city with all its beauties, including the confluence of the Main and the Rhine at the city.

During the last ten years the city's silhouette has changed considerably. New tall buildings have gone up for the university and the hospital. But the Dom and the cupola of the Christuskirche with its many towers still dominate the skyline. And in the distance the hazy blue of the Taunus mountains can be seen as well as the white cloud of smoke from the cement works on the right bank of the Rhine.

The confluence of the Main and the Rhine must have been a strategic strongpoint for the Roman legions. Fortifications were set up here. Trade quickly followed the military. Wine, meat and corn could be obtained from the marketplace. In a short space of time villas and temples were built. Finds such as a temple to Jupiter, a triumphal arch and a monument to Drusus along with many other discoveries give some indication of the life that the city's founders lived.

Romans, Celts and Franks mingled here. All the roads leading to the Rhine have red signs.

The city lived by and for the great river. Everything about the city comes from the river, its system of transport, the soil and its mild climate, which makes it an ideal wine-growing country. Man made the city splendid and today it is a scene of many contrasting styles.

How this can be achieved with complete harmony is exemplified by the Dom which is a mixture of the Romanesque and the Gothic and the Baroque. Similar mixtures of artistic ideas can be seen on the government buildings in Mainz.

The Dautcheshaus built in the French Baroque style shimmers in its red stone in

the sunlight. Here the provincial assembly for Rhineland-Palatinate sits. Next to it is the state chancellery and the studios of Südwest radio. The work of great artists from the past can be discerned in the architecture. On the far side of an imposing courtyard the princely castle stands, available for conferences.

But in contrast to the modern buildings that are used for government and administrative purposes there are the Baroque St. Petrikirche which stands on the Grosser Bischofsplatz and the elector's Marstall with the historical museum opposite.

The mixture of these various types of building is an indication of the strengths that have gone into the young and the old Mainz, binding the ancient and the modern in architecture.

It can be added by way of an aside that the second television channel operates from here, famous for the cartoons of the *Mahizelmbüchlein*. It is possible that the second television channel has not only made Mainz famous but also given another aspect to its public image.

It is true, as evil tongues are wont to say, that the people of Mainz save up all their humour and sense of fun for a whole year for Shrove Tuesday?

It was in 1838 that the festivities of the carnival season took on the shape and form that remains basically unchanged today. The French occupying forces in Mainz encouraged the love of mockery and joy in tomfoolery of the middle-class. The power of tradition in rituals and fooling about is still noticeable today.

Part of the Federal state capital with its hierarchy of officialdom is the university named after Johannes Gutenberg. The old university existed from 1477 to 1798. The new one was re-opened after the

Most people would think that Heidelberg, a city with an international reputation, would have no need to bother about advertising campaigns. But the statistics issued for 1970 have given the city fathers quite an opposite viewpoint.

Tourism which is an important business for the city has met with an alarming setback in the number of people from the Federal Republic who visited the famous university city. This figure had dropped by 70,000, and this warning signal has not gone unheard. A fresh wind is now whistling through Heidelberg's ancient streets and lanes.

A new young team has been appointed to give new impetus to the city's advertising and this team has got off to a good start. The first factor they have underlined is that Heidelberg needs more accommodation for tourists. The average length of stay of guests must be lengthened, is the second point, and thirdly there must be a greater appeal to visitors from this country.

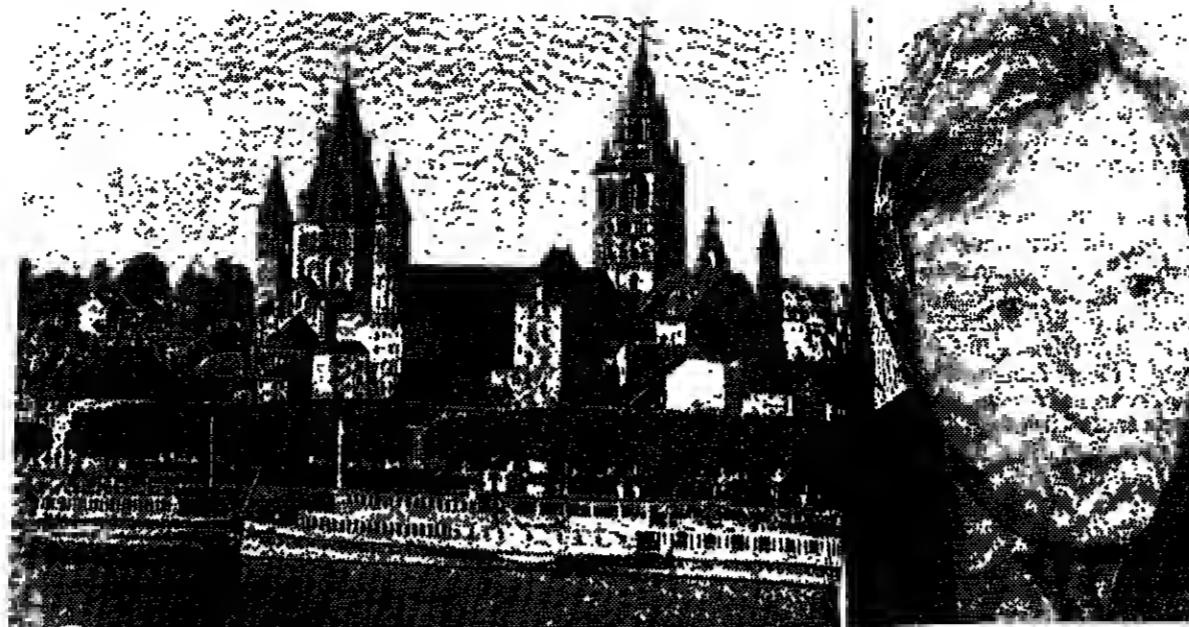
Heidelberg can offer only 3,200 hotel beds, not more than in a fairly average holiday report. In the tourist season many of Heidelberg's visitors find accommodation in Mannheim and other cities nearby.

An additional 150 beds have now been provided in the neighbouring village of Walldorf where the first Holiday Inn has been opened on German soil. This is part of an American chain of hotels owning 1,282 all over the world.

This year another international organization proposes to build a hotel - the Intercontinental hotel chain - in Heidelberg.

A campaign using the slogan "In love with Heidelberg" has been initiated so as to induce those who have only visited the city for a couple of hours and taken photographs of the usual tourist attractions to remain in the city a little longer.

For this, campaign posters have been designed which display not only the traditional image of the city with the cliché views of old Germany but also the more modern aspects of the city showing



A view of historic Mainz from the Rhine

(Photo: R. L. G.)

War in 1946 and in the past twenty-five years has acquired a good reputation.

At the university the students still spend more time working than demonstrating. However, the students in Mainz are not so integrated into the life of the city as in other small university towns.

An attraction for tourists as well as for researchers is, without doubt, the Gutenberg Museum. The present and past rub shoulders there.

A modern building housing valuable exhibits of Gutenberg's time was added to the reconstructed Römisches Kaiser with its splendid late-Renaissance facade.

On show there is the 42-line Bible which Gutenberg had printed between 1452 and 1455.

Mainz has its own chair for Gutenberg research. In addition the giant IBM factory in Mainz producing the most modern data-processing equipment provides the opposite extreme and Gutenberg's invention still holds sway today.

Heidelberg launches campaign to improve tourism

duty of the new advertising team. The average visitor to Heidelberg stays for only 1.6 days. This is exactly the same amount of time that guests tended to stay in the city in the golden year of 1913.

The major problem is the lack of beds. Heidelberg can offer only 3,200 hotel beds, not more than in a fairly average holiday report. In the tourist season many of Heidelberg's visitors find accommodation in Mannheim and other cities nearby.

Visitors are invited to explore Heidelberg to the full and not just to go through it clicking madly with cameras and out the other side.

For visitors who come out of season between 31 October and 1 April there are even more facilities on offer. With special tourist ticket there are no problems. Heidelberg would also like to become a congress city. Its world famous castles, wine tasting from the "Gut Fass" and free visits to the city's seums.

Do they, one may well ask in view of the Federal league clubs' collective sixteen million Marks in the red, earn the 18,500 Marks a month that Max Merkel, who claimed to be the Karsian of Heidelberg, was paid by Nuremberg?

Even if peak salaries such as this have

since been fixed the 10,000 a month, free

meal and car of Helmut Johannsen, Han-

that the romantic city is also a "live city" with discotheques and so forth, thereabouts that is half a mile therabouts in length.

The answer to Heidelberg's problem is the "Three Days in Heidelberg" ticket which costs ninety, 120 or 160 Marks depending on what class of hotel you want. This all-in ticket gives you all the facilities you could possibly want. It is a conducted tour of the city and to castle, wine tasting from the "Gut Fass" and free visits to the city's seums.

As an integral part of the entertainment section of a success-oriented society the trainer's public reputation is based largely on his successes and failures. The inevitable corollary is that compulsion to succeed achieves neurosis proportions.

This makes it all the more difficult to pinpoint the criteria that go to make a good trainer. Indeed, the publicly-sired views of well-known trainers and players on the subject vary to such an extent that all that can be said with any certainty is what they eat.

The ability to sense what is going on in sensitive, unsteady sportsmen's minds and hearts is a must. So is personal regard for social factors such as the player's background, interests, ties, intellect and attitude towards the press and the general public.

Do they, one may well ask in view of the Federal league clubs' collective sixteen million Marks in the red, earn the 18,500 Marks a month that Max Merkel, who claimed to be the Karsian of Heidelberg, was paid by Nuremberg?

Even if peak salaries such as this have

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"There are several interesting cities you can hold your conference but at Heidelberg has the famous Schloss and the Königsseal."

Finally *The Student Prince* - for Americans a symbol of the old, romantic Heidelberg - has been revived. A study of sociology from Heidelberg will pass through the United States complete with beard, a uniform of the student corps and a guitar. He will appear on television and at radio stations giving press conferences advertising Heidelberg.

To keep a hold on these visitors and persuade them to stay longer is the main

■ SPORT

Trainers - the whipping boys of soccer in this country

over 96's unassuming trainer, is still enough to make success imperative.

Economic undertakings geared to profit-making, for this is what Federal league football clubs are, are only to be expected to pay their money and take their choice and hope that a reputable trainer will be a guarantee of good performance and better gates.

The investment, then, is intended to pay, but in practice things look a little different. Something or someone has gone wrong; in this case the relationship between coach and players.

There can hardly be a sector in which as much play is made with the idea of a psychologist and educationalist without anyone being altogether what the terms are supposed to mean.

Bele Guttmann, trainer of the Benfica team that twice won Lisbon the European Cup and a man with both European and South American experience, maintains that a trainer has to talk the player's language, telling uncomplicated players a straight story and going into greater detail with the intelligent man.

Max Merkler, putting his views in a nutshell, rules that the trainer is always right. Sepp Herberger, veteran trainer of the national team, feels that intuition is the vital factor.

Klaus Ochs, at present trainer of Hamburger SV, reckons that neither psychology nor education theory have any great say in the football trainer courses run by the Federal German Football League (DFB).

Franziskus Buska, would-be trainer of VfB Stuttgart in 1969, had already taken his old team to the top in Austria but when it came to the DFB course for Federal league trainers failed the practical examination - as if it were a matter of mere work in the gym and on the field!

He had taken the team out running at six in the morning when the local miners trooped to the pit, held public hearings at the club and invited the players' wives out to afternoon coffee but all to no avail.

When the team's showing flagged and relegation reared its ugly head even Rudi's bright ideas kept him his job. Statisticians noted for the record book that he was the fortuitous trainer to be given the sack in a mere eight seasons of Federal league football.

Method and tactics - psychology and first aid - are the trainer's sine qua non. They can be learnt mechanically and applied mechanically too.

What newcomers lack is a time to adapt, a training period for university-leavers with a degree in sport, a couple of years during which they can see for themselves and learn to understand the actions and reactions of top-flight sportsmen in stress situations.

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gar and Heynckes. An arm on someone's shoulders, tears in one's eyes and imploring gestures may do the trick now and again but they are no substitute for psychology.

Old hands need intensive care, otherwise routine will prevail over what ought to be keenness.

Herberger was a past master at handling men and as he himself always used to say his knick was one of sounding out the player's wavelength and using it.

Sepp Herberger may have been authoritarian but in the best possible way. He gained respect by first convincing the players that he was right. They did as told not just because it was him but because they had agreed that his ideas were right.

The one possibility does not preclude the other, though. Before a crucial World Cup qualifying match against Northern Ireland in Berlin he had a talk with each player separately.

Each man was told what he had to do and why it was that his particular job was vital if this country were to win. He told the writer, for instance, that Ireland's kingpin, McIlroy, had just said at the press conference that he would have the better of me this time. It was a tall-order incentive.

This is a little different from the firebrand talk Klaus Ochs claims to use to pack punch into HSV. His pep talk has a one-time purpose, is geared to the next match only.

Criticism can spur one man on, another

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Max Merkler

that the mere fact of a match being an international or World Cup fixture is in itself sufficient incentive to make a player pull all the stops out.

In a Federal league club today, though, equally large sums of money are at stake and for the player under contract wins mean bonuses and relegation probably means the sack.

Bele Guttmann's remark that brute force and the prospect of travel only work to a certain extent and so proves only that the incentive theory is dubious, not that it is absolutely untrue.

At the same time it is nonsensical to say that talent and personality alone are sufficient to make an ideal trainer. In England, for instance, trainers are not required to pass examinations.

The naive idea that intuition, imitation and improvisation coupled with a certain amount of past experience as a player are sufficient to weld a team out of individuals of varying kinds and origins is, for instance, what led to the Bramen fiasco.

A year ago Fritz Reiss